Strategic Innovation Management and Creative Thinking for Business Growth Training Course



07 - 11 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #MA3101_16851

Course Introduction / Overview:

This comprehensive Strategic Innovation Management and Creative Thinking for Business Growth Training Course, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the essential strategies and mindsets required to drive sustainable growth and competitive advantage in today's dynamic business landscape. It delves into the core principles of strategic innovation, moving beyond incremental improvements to foster truly disruptive thinking and business model innovation. Participants will explore robust frameworks for identifying emerging market opportunities, developing innovative solutions, and effectively managing the innovation lifecycle from creative ideation to successful implementation. The course emphasizes the critical role of creative problem-solving and design thinking methodologies in generating novel ideas and transforming them into tangible business value, driving organizational growth. Drawing insights from leading thinkers like Clayton Christensen, particularly his seminal work "The Innovator's Dilemma," this program provides a robust understanding of how established organizations can navigate market disruptions, foster an innovation culture, and cultivate an enduring capability for strategic innovation. BIG BEN Training Center is committed to empowering its participants to become catalysts for change, enabling them to strategically innovate and lead their organizations towards unprecedented levels of business growth and market leadership. This training course integrates practical tools and real-world case studies to ensure immediate applicability of learned concepts for future-proofing business.

Target Audience / This training course is suitable for:

- Senior Managers and Executives.
- Innovation Managers and Directors.
- Product Development and R&D Leaders.
- Strategy and Business Development Professionals.
- Entrepreneurs and Startup Founders.
- Team Leaders and Project Managers.
- Marketing and Sales Directors focused on new offerings.
- Change Management Specialists.
- Consultants advising on growth and innovation.
- Anyone seeking to drive strategic innovation and foster creative thinking within their organization.

Target Sectors and Industries:

- Technology and Software Development.
- Manufacturing and Engineering.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Telecommunications.
- Energy and Utilities.
- Automotive.
- Consulting Services.
- Government Agencies and Public Sector Organizations.
- Education and Research Institutions.
- Non-profit Organizations.

Target Organizations Departments:

- Research and Development (R&D).
- Strategy and Planning.
- Product Management.
- Marketing and Brand Management.
- Business Development.
- Operations and Process Improvement.
- Human Resources (HR) for talent development.
- Innovation Labs and Accelerators.
- Digital Transformation Offices.
- Corporate Ventures.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate robust strategic innovation management plans.
- Apply creative thinking techniques to solve complex business challenges.

- Develop and implement effective innovation strategies for sustainable business growth.
- Identify and capitalize on emerging market opportunities and trends.
- Foster an innovation culture within their teams and organizations.
- Utilize design thinking methodologies for customer-centric innovation.
- Manage the innovation lifecycle from ideation to commercialization.
- Measure and evaluate the impact of innovation initiatives.
- Lead cross-functional teams in innovation projects.
- Drive digital transformation through strategic innovation.
- Build a portfolio of innovative products and services.
- Mitigate risks associated with innovation projects.

Course Methodology:

BIG BEN Training Center employs a highly interactive and experiential training methodology for this Strategic Innovation Management and Creative Thinking for Business Growth Training Course, designed to maximize learning and practical application. The approach integrates a blend of theoretical insights with hands-on activities, ensuring participants not only grasp core concepts but also develop actionable skills. Key components include dynamic group discussions that encourage diverse perspectives and collaborative problem-solving, fostering a rich learning environment. Extensive use of real-world case studies allows participants to analyze successful and challenging innovation scenarios, applying strategic innovation frameworks to practical contexts. Interactive workshops and creative ideation sessions provide opportunities to practice design thinking, brainstorming, and other creative thinking techniques. Role-playing exercises simulate real business challenges, enhancing decision-making and leadership capabilities in innovation management. Furthermore, the course incorporates peer feedback and expert coaching, enabling personalized learning and continuous improvement. Participants will engage in team-based projects, developing innovative solutions to simulated business problems, thereby reinforcing their understanding of the innovation process and strategic planning for growth. This comprehensive methodology ensures that participants leave with a practical toolkit and the confidence to implement strategic innovation initiatives within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Innovation and Creative Thinking

- Defining strategic innovation and its importance for business growth.
- Understanding the innovation landscape and market dynamics.
- Exploring different types of innovation: incremental, radical, disruptive.
- Introduction to creative thinking principles and mindsets.
- Overcoming barriers to creativity and innovation in organizations.
- The role of leadership in fostering an innovation culture.
- Analyzing the innovation ecosystem and its components.

Unit Two: Developing Innovation Strategies and Frameworks

- Formulating an innovation strategy aligned with business objectives.
- Strategic foresight and trend analysis for identifying opportunities.
- Business model innovation and value proposition design.
- Open innovation strategies and collaboration models.
- Design thinking methodology for customer-centric innovation.
- Developing an innovation roadmap and portfolio management.
- Ethical considerations in innovation and responsible growth.

Unit Three: Fostering Creativity and Ideation for Business Growth

- Advanced creative problem-solving techniques.
- Brainstorming and ideation workshops for generating novel ideas.
- Prototyping and rapid experimentation for idea validation.
- Leveraging digital tools and technologies for creative processes.
- Building and managing cross-functional innovation teams.
- Cultivating a culture of psychological safety and experimentation.
- Intellectual property management in the innovation process.

Unit Four: Implementing and Managing Innovation Projects

- Innovation project management methodologies and best practices.
- Resource allocation and budgeting for innovation initiatives.
- Risk management in innovation and strategic decision-making.
- Scaling innovation from pilot projects to market launch.
- Change management strategies for successful innovation adoption.
- Communication and stakeholder engagement in innovation projects.
- Agile innovation and lean startup principles.

Unit Five: Measuring Impact and Sustaining an Innovative Culture

- Developing key performance indicators (KPIs) for innovation.
- Measuring return on innovation investment (ROI).
- Building a continuous learning and feedback loop for innovation.
- Sustaining an innovation culture and organizational creativity.
- Future trends in innovation and strategic adaptation.
- Developing personal innovation leadership skills.
- Creating a strategic innovation roadmap for long-term business growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid technological advancement and market disruption, how can organizations balance the imperative for continuous strategic innovation with the need for operational efficiency and stability?

What unique qualities does this course offer compared to other courses?

This Strategic Innovation Management and Creative Thinking for Business Growth Training Course distinguishes itself through its holistic and deeply practical approach, setting it apart from conventional offerings. Unlike courses that merely touch upon innovation concepts, this program, delivered by BIG BEN Training Center, provides a comprehensive framework for integrating strategic innovation into the very fabric of an organization. It moves beyond theoretical discussions by emphasizing actionable insights, practical examples, and real-world application, ensuring participants can immediately implement learned strategies for sustainable business growth. The course uniquely blends rigorous academic principles, drawing from seminal works in innovation management, with hands-on creative thinking methodologies like design thinking and advanced ideation techniques. Participants will not just learn about innovation; they will actively engage in developing innovative solutions and managing the entire innovation lifecycle, from concept to commercialization. Furthermore, the focus on fostering an enduring innovation culture and accurately measuring its impact provides a sustainable competitive advantage, rather than just a temporary boost. BIG BEN Training Center ensures that this training course equips professionals with the strategic foresight and creative leadership skills necessary to navigate future challenges and drive continuous organizational creativity and market leadership.